IHS WEBSITE RATES & SPECS

A 1X ad placement = 30-day duration. IHS reserves the right to schedule lead ad spots for Society advertisements.

<table>
<thead>
<tr>
<th>IHS Society Website</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page – ihsinfo.org</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead Tower Ad</td>
<td>$800</td>
<td>$760</td>
<td>$740</td>
<td>$720</td>
<td>$680</td>
</tr>
<tr>
<td>Lead Tile Ad</td>
<td>$450</td>
<td>$425</td>
<td>$415</td>
<td>$405</td>
<td>$380</td>
</tr>
<tr>
<td>Banner Ad footer</td>
<td>$700</td>
<td>$665</td>
<td>$650</td>
<td>$630</td>
<td>$595</td>
</tr>
<tr>
<td>Main Menu Landing Pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$550</td>
<td>$520</td>
<td>$510</td>
<td>$495</td>
<td>$465</td>
</tr>
<tr>
<td>Lead Tile Ad</td>
<td>$340</td>
<td>$320</td>
<td>$315</td>
<td>$305</td>
<td>$290</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>$310</td>
<td>$295</td>
<td>$285</td>
<td>$280</td>
<td>$265</td>
</tr>
<tr>
<td>Banner Ad footer</td>
<td>$500</td>
<td>$475</td>
<td>$460</td>
<td>$450</td>
<td>$425</td>
</tr>
<tr>
<td>Secondary Content Pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$450</td>
<td>$425</td>
<td>$415</td>
<td>$405</td>
<td>$380</td>
</tr>
<tr>
<td>Lead Tile Ad</td>
<td>$280</td>
<td>$265</td>
<td>$260</td>
<td>$250</td>
<td>$240</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>$250</td>
<td>$235</td>
<td>$230</td>
<td>$225</td>
<td>$215</td>
</tr>
<tr>
<td>Banner Ad footer</td>
<td>$400</td>
<td>$380</td>
<td>$370</td>
<td>$360</td>
<td>$340</td>
</tr>
</tbody>
</table>

NEW MODERNIZED HOME PAGE

www.ihsinfo.org

NEW CONTENT PAGES TO KEEP VISITORS ENGAGED:

- **ABOUT / NEWS** – featuring press releases and IHS updates.
- Added visibility of content for **CONSUMERS** to educate and increase the awareness about the profession.
- A new **MEMBER PORTAL** making it easier for members to manage their accounts leaving more time to spend in the content rich pages of the IHS Website.
2023 WEBSITE ADVERTISING INSERTION ORDER

ADVERTISER
Submit completed insertion order to Tara Douglass: tdouglass@ihsinfo.org or fax to 734-522-0200.

Company Name: ___________________________________________________________________

Contact: ___________________________________________________________________

Address: ___________________________________________________________________

City/State/Zip: ___________________________________________________________________

Phone: _______________________ Email: _______________________________________

1X ad placement = 30-day duration by calendar month. IHS reserves the right to use lead ad spots for Society ads.

IHS WEBSITE INSERTION ORDER

AD SIZE:  
☐ TOWER AD  ☐ TILE AD  ☐ BANNER AD (footer)

AD LOCATION:  
☐ HOME PAGE (limited spots available)  ☐ MAIN MENU LANDING PAGE  ☐ SECONDARY CONTENT PAGE

• Landing page and content page selection will be reviewed with Tara Douglass.
• All ad spots are subject to availability on a first come, first served basis.
• Ad spots are available on select webpages, not every webpage includes ad spots.

PREMIUM SPOT REQUEST:  
☐ LEAD AD (availability subject to change, not available on every page)

FREQUENCY:  
1X 2X 3X 4X 5X 6X 7X 8X 9X 10X 11X 12X

AD URL Link: ___________________________________________________________________

IHS WEBSITE AD INSERTION COST: Website Ad Rates are on page 18.  
TOTAL AD COST

AD RATE $ ______________ x FREQUENCY _______ = $ ______________

1X ad placement = 30-day duration by calendar month.
IHS reserves the right to use lead ad spots for Society ads.
For multi-frequency placements, selection of ad months and page location will occur after submission of insertion order and is on a first come, first served basis.

INSERTION ORDER PAYMENT - ☐ Invoice me  ☐ Process my payment today.

Name:_____________________________ Credit Card Zip Code:_________________________

Card #:_____________________________ Exp. Date ____________ CVV: __________

Signature: _________________________ Date: _____________________

THP ONLY: 15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.
Payment: Advertisers will be billed after publication of issue (net 30 days). Late payments may result in an interruption of consecutive ads or a suspension of advertising.
Cancellation prior to closing date is subject to a 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing dates.

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